

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Office of Exhibits

A Summary of the Exhibit

DAIRY HERD IMPROVEMENT

A booth exhibit showing the profit from selling crops to high-grade dairy cows: and value of cow-testing associations for detecting the unprofitable cow..

Specifications

Floor space - - - - - 13' front, 8' deep
Wall space - - - - - None.
Shipping weight - - - - - 505 lbs.
Electrical requirements - None.

DAIRY HERD IMPROVEMENT

How It Looks

The center section of this pictorial booth exhibit shows enlarged colored photographs of three Jersey herds; an ordinary herd of grades, a fine herd of grades, and a splendid herd of purebreds. These illustrations, together with the one of three calves, show the animals in pastures. A short terse text below each of the herd pictures gives interesting facts regarding feeding farm products to the dairy cow.

The left section shows a picture of a father and son listening in on their dairy herd, and figuring out the profit and loss from individual cows on the blackboard. The milk scales and the Babcock tester used in connection with the herd are also shown on this section.

On the right section a rather novel method has been utilized to cause the dairyman to think seriously about keeping scrub cows. This is accomplished by a representation of a dairy primer covering the entire section. The information is conveyed by means of text in large letters and picture words.

The booth is 13 feet across the front, 8 ft. deep, and 7 ft. high.

What It Tells

The exhibit emphasizes the marketing of home-grown feeds by selling them to high-producing dairy cows. The results of selling feed to an ordinary herd of grades, a fine herd of grades, and a splendid herd of purebreds are described as follows:

"If you sell feeds to dairy cows you have a constant market.

If you sell ^{feeds} to high-producing dairy cows, you have a good and constant market.

If you sell feeds to purebred, high-producing dairy cows you have a double market; a market for milk and a market for calves.

In dairying, the feed market is always exactly what you make it."

The story told by the first page of the dairy primer or first reader brings out the following points:-
"If you sell a scrub cow to a neighbor and buy a good cow from another neighbor, the dairy industry has gained nothing; but if you sell a scrub cow to the butcher and replace her with a good young cow bred in your own herd and sired by a good purebred bull, the dairy industry has gained much."
In a similar manner page 2 of the primer tells this story:

"In one cow-testing association, the poorest cow in one year's time produced only enough income over cost of feed to buy a 2¢ postage stamp. To pay for labor and overhead expenses the owner had the manure, skimmilk, and calf. The cow-testing association teaches him how to get much more than that."

The exhibit also shows that the milk scales and Babcock milk tester tell the up-to-date farmer the true story of milk and butterfat production regarding each and every dairy cow in his herd.

Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.

Farmers' Bulletin	1446	-	Cow Testing Associations
Misc. Circular	26	-	Cow Tester's Handbook
U.S.D.A. Bulletin	1069	-	Relation of Production to Income
U.S.D.A. Bulletin	1071	-	Influence of Season of Freshening
Dept. Circular	235	-	Utility Value of Purebred Livestock
Yearbook Separate	841	-	Runts and the Remedy
Farmers' Bulletin	993	-	Cooperative Bull Associations
Farmers' Bulletin	1412	-	Care and Management of Dairy Bulls
Dairy Division E	10	-	Your Future Herd
Bureau Dairying M	79	-	Suggestions for a Scrub-Bull Eradication Campaign

The body of the letter is as follows: "I have the honor to acknowledge the receipt of your letter of the 10th inst. and in reply to inform you that the same has been forwarded to the proper authorities for their consideration. I am, Sir, very respectfully,
Yours obedient servant,
J. B. Smith

In the event of any further communication, please address the same to the undersigned at the above address. I am, Sir, very respectfully,
Yours obedient servant,
J. B. Smith

Very truly yours,
J. B. Smith

Table of Contents

The following table shows the contents of the report:

Chapter I - General Principles of the Report	1
Chapter II - The State of the Country	10
Chapter III - The State of the Economy	20
Chapter IV - The State of the Society	30
Chapter V - The State of the Government	40
Chapter VI - The State of the Education	50
Chapter VII - The State of the Religion	60
Chapter VIII - The State of the Arts and Sciences	70
Chapter IX - The State of the Literature	80
Chapter X - The State of the Music	90
Chapter XI - The State of the Drama	100
Chapter XII - The State of the Poetry	110
Chapter XIII - The State of the Prose	120
Chapter XIV - The State of the History	130
Chapter XV - The State of the Geography	140
Chapter XVI - The State of the Natural History	150
Chapter XVII - The State of the Medicine	160
Chapter XVIII - The State of the Law	170
Chapter XIX - The State of the Military	180
Chapter XX - The State of the Naval	190
Chapter XXI - The State of the Air	200
Chapter XXII - The State of the Water	210
Chapter XXIII - The State of the Fire	220
Chapter XXIV - The State of the Earth	230
Chapter XXV - The State of the Sky	240
Chapter XXVI - The State of the Sea	250
Chapter XXVII - The State of the Land	260
Chapter XXVIII - The State of the Air	270
Chapter XXIX - The State of the Water	280
Chapter XXX - The State of the Fire	290
Chapter XXXI - The State of the Earth	300
Chapter XXXII - The State of the Sky	310
Chapter XXXIII - The State of the Sea	320
Chapter XXXIV - The State of the Land	330
Chapter XXXV - The State of the Air	340
Chapter XXXVI - The State of the Water	350
Chapter XXXVII - The State of the Fire	360
Chapter XXXVIII - The State of the Earth	370
Chapter XXXIX - The State of the Sky	380
Chapter XL - The State of the Sea	390
Chapter XLI - The State of the Land	400
Chapter XLII - The State of the Air	410
Chapter XLIII - The State of the Water	420
Chapter XLIV - The State of the Fire	430
Chapter XLV - The State of the Earth	440
Chapter XLVI - The State of the Sky	450
Chapter XLVII - The State of the Sea	460
Chapter XLVIII - The State of the Land	470
Chapter XLIX - The State of the Air	480
Chapter L - The State of the Water	490
Chapter LI - The State of the Fire	500
Chapter LII - The State of the Earth	510
Chapter LIII - The State of the Sky	520
Chapter LIV - The State of the Sea	530
Chapter LV - The State of the Land	540
Chapter LVI - The State of the Air	550
Chapter LVII - The State of the Water	560
Chapter LVIII - The State of the Fire	570
Chapter LIX - The State of the Earth	580
Chapter LX - The State of the Sky	590
Chapter LXI - The State of the Sea	600
Chapter LXII - The State of the Land	610
Chapter LXIII - The State of the Air	620
Chapter LXIV - The State of the Water	630
Chapter LXV - The State of the Fire	640
Chapter LXVI - The State of the Earth	650
Chapter LXVII - The State of the Sky	660
Chapter LXVIII - The State of the Sea	670
Chapter LXIX - The State of the Land	680
Chapter LXX - The State of the Air	690
Chapter LXXI - The State of the Water	700
Chapter LXXII - The State of the Fire	710
Chapter LXXIII - The State of the Earth	720
Chapter LXXIV - The State of the Sky	730
Chapter LXXV - The State of the Sea	740
Chapter LXXVI - The State of the Land	750
Chapter LXXVII - The State of the Air	760
Chapter LXXVIII - The State of the Water	770
Chapter LXXIX - The State of the Fire	780
Chapter LXXX - The State of the Earth	790
Chapter LXXXI - The State of the Sky	800
Chapter LXXXII - The State of the Sea	810
Chapter LXXXIII - The State of the Land	820
Chapter LXXXIV - The State of the Air	830
Chapter LXXXV - The State of the Water	840
Chapter LXXXVI - The State of the Fire	850
Chapter LXXXVII - The State of the Earth	860
Chapter LXXXVIII - The State of the Sky	870
Chapter LXXXIX - The State of the Sea	880
Chapter LXXXX - The State of the Land	890
Chapter LXXXXI - The State of the Air	900
Chapter LXXXXII - The State of the Water	910
Chapter LXXXXIII - The State of the Fire	920
Chapter LXXXXIV - The State of the Earth	930
Chapter LXXXXV - The State of the Sky	940
Chapter LXXXXVI - The State of the Sea	950
Chapter LXXXXVII - The State of the Land	960
Chapter LXXXXVIII - The State of the Air	970
Chapter LXXXXIX - The State of the Water	980
Chapter LXXXXX - The State of the Fire	990
Chapter LXXXXXI - The State of the Earth	1000